



# Burlington Public Works Public Engagement Plan

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# BACKGROUND

# Public Engagement Plan

Final Presentation to DPW Commission,  
October 2017

Final Presentation to City Council, December  
2017

Modified (*sidewalk notifications*), April 2018

April 2018



We steward Burlington's infrastructure and environment by delivering efficient, effective and equitable public services

## Public Engagement Plan

### OVERVIEW

Best practices, public safety, regulatory requirements and the needs of the community inform every decision we make. DPW undertakes a variety of projects and performs a variety of services in Burlington. Finding the right ways to reach the community and providing opportunities for the community to speak is an essential element of effective public engagement. This engagement strategy will be tailored to meet the needs of our city.

Burlington is a dynamic and diverse city with residents who deserve and expect well planned, well-built and properly maintained infrastructure. As Vermont's largest city, with a population of over 40,000, Burlington has a wide range of residents, business owners, visitors, customers and tourists who come to rely on DPW provided services and information. From overseeing and sheet maintenance to the implementation of long-term capital projects, our neighbors and visitors should have meaningful opportunities to be involved, to provide input and to make recommendations to DPW's planning process.

This plan uses the Community, Economic, and Development Office's CEDOC civic engagement framework as a guide and directly references their "Core Values of Civic Engagement" below, and provides a step toward helping DPW achieve its public engagement goals while continuing to serve Burlington. This plan will evolve as public engagement tools expand and as DPW and the community refine the public engagement process.

<sup>1</sup> These are cited directly from a draft CEDOC civic engagement document and are based on a comment Alessandra, Virgin previously published.

# Decision-Making

- Public Safety
- Best Practices
- Regulatory Requirements
- Needs of the Community

# Core Values

- Transparency
- Mutual Accountability
- Easy Participation
- Meaningful Engagement
- Inclusiveness & Equity
- Respect
- Evaluation

# Goals

- Communicate what we do
- Provide opportunity for input
- Set expectations for feedback

# Strategic Initiatives

- Strengthen Public Engagement + Standardization
- Reflecting the City's Diversity
- Online Presence
- Quick-Build

## Determining Levels of Engagement

1. Who is positively impacted from the project?
2. Who may be negatively impacted and for how long?
3. What are the main concerns, issues and interests of the community?
4. Will any individuals, institutions or groups be disproportionately impacted?
5. Was the project recommended in earlier planning studies which included public engagement? Is additional public input needed or required?
6. Are there any linguistic or cultural barriers to engaging with impacted residents?

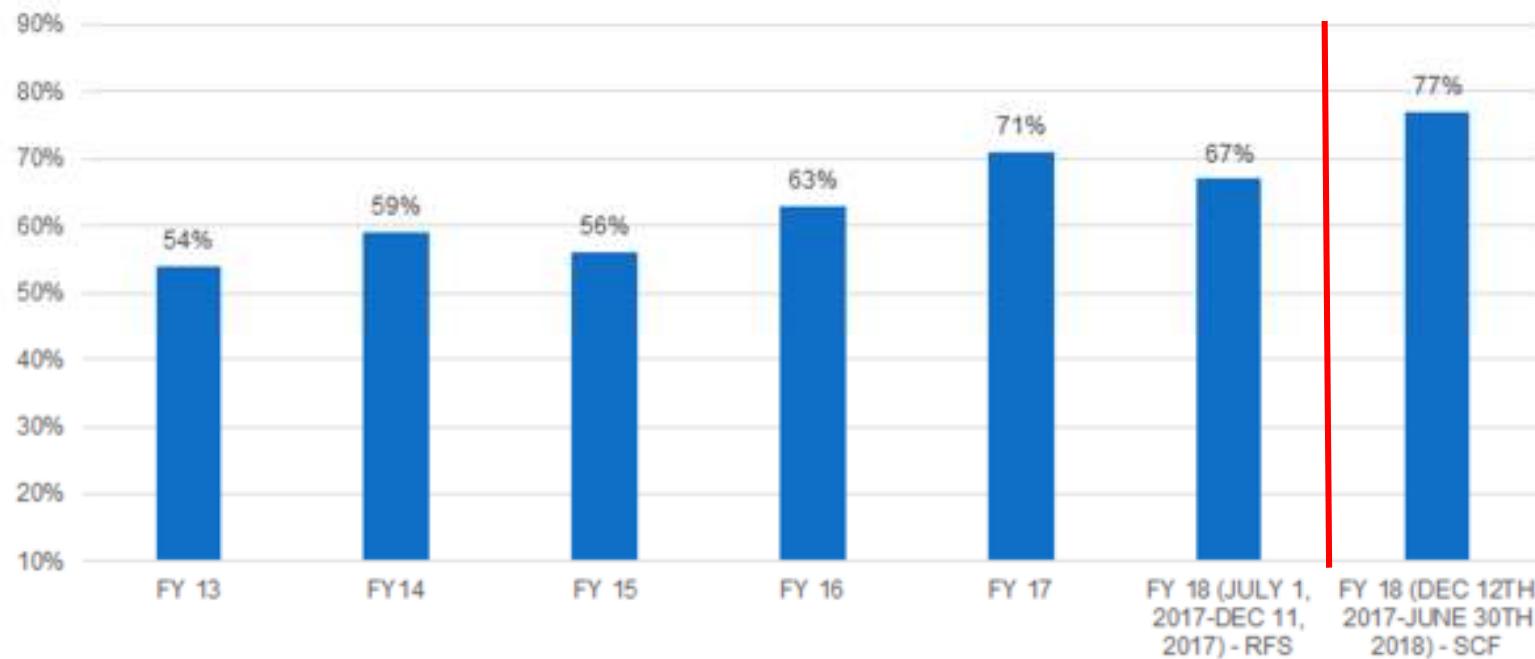
# Levels of Engagement

	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<i>Engagement strategies may be needed at many levels, depending on the project or its phase.</i>	Provide the public balanced and objective information.	Obtain public feedback (usually indirectly) on analysis, concepts/alternatives, or decisions.	Work directly with the public to understand concerns and aspirations as they are considered for the project.	Co-lead the project in partnership with the public on each aspect of the decision.	Place the final decision in the hands of the public.
Project Types	Minor Maintenance  Adopting Standards  Sidewalk Reconstruction	Quick-build  Major Maintenance/Road	Traffic Regulation Change  Street Redevelopment/New Sidewalks	Scoping / Feasibility Studies  Cultural Studies	Traffic Calming  Special Projects
Role of the DPW	Share information.  Ensure public safety, access, and utility of basic public services that do not have regulatory aspects or change the line grade of a road.	Indirectly engage the public.  Improve public safety, implement projects that have no regulatory impact or impact on traffic distribution.	Directly engage the public.  Implement public safety and/or access improvements through regulatory changes or through full reconstruction of a roadway or intersection.	Collaborate to identify a preferred alternative.  Facilitate a conversation about transportation improvements.	Ask questions and provide information for informed decision making.  Distribute impartial information, usually after engaging the public across the earlier spectrum of

# Measurement & Evaluation

- See Click Fix & Social Media Responsiveness
- Social Media User Growth
- Website
- Media Coverage
- Annual Internal Review, re: Equity
- Feedback from City Council & Public Works Commission

# Customer Service: % of Requests Closed Within SLA by Fiscal Year



## NOTES:

- For FY 13-17, RFS data is exclusively used
- FY 18: Transition to full See Click Fix usage on 12/12

# Online Engagement & Community Feedback

## Direct Messages of support

TUE 5:39 PM

Just want to say thank you for your presence on social media. You guys do a great job keeping everyone up to date.

Thanks for the kind words - Dan

## Using Technology



## Finding new opportunities to reach people

[-] pween lumberjack of the lawn 11 points 1 day ago

I have to say, it's pretty great that you guys have an active presence here in the Burlington subreddit. You've consistently provided people with help and information and it really shows you have some good folks working there.  
[permalink](#) [embed](#) [save](#) [parent](#) [report](#) [give award](#) [reply](#)

**Humor & Candor,  
Engaging w/ followers on  
all topics**

A screenshot of a Twitter conversation. At the top is a tweet from Taylor Daniels (@taydaniels) dated 6 Mar 2021. Below it is a reply from STV Public Works (@STV\_Pub\_Wks) dated 6 Mar 2021. The STV Public Works tweet includes a link to a news article about potholes.

Hi Taylor - the winter has not been kind to Pine. We have crews out everyday patching what can hold cold-patch. Once asphalt plants reopen we will have better material to work with. We have also proposed adding large segments of Pine to the paving list: [burlingtonvt.gov/Press/City-Exp](http://burlingtonvt.gov/Press/City-Exp) ...



# Front Porch Forum: An Integral Tool

2018: 53 Front Porch Forum Posts (up from 37)

Constrained by 2 citywide posts per month, but do try to amplify with neighborhood specific posts and replies

## Re: Fixes for Infrastructure and Traffic Needed Now

[Customer Service](#) • [dpw.parkcustomerservice@burlingtonvt.gov](mailto:dpw.parkcustomerservice@burlingtonvt.gov) • Dept. of Public Works, Burlington

Posted to: The Addison

Feb 7, 2018

Discussion

We want to offer a response to the valid concerns raised by this digital post yesterday (2/6/18). First and foremost, we are incredibly sad to have heard about the accident. While we have not had updates, we hope everyone is safe. We sent out a citywide FPF post on Thursday 2/9 with an update on our strategic planning regarding road improvements, and went to ensure everyone has seen that. I am sharing that, again below. I believe it addresses some of the concerns raised. We will be taking fuller corrective action in spring - when weather and temperature will allow it, and when hot asphalt is available. In the meantime, we will continue pursuing new solutions and evaluating all options to improve these weather-degraded roads.

Thank you all for your concern, respects and patience. We hope to update you again soon.

The Department of Public Works is considering all options to improve the significant weather-related problems affecting some of Burlington's roads. This includes important connecting and commercial streets, like Calichester Avenue, North Avenue, Pine Street and Plattsburgh Avenue, among others. Our region, state and city have seen an accelerated and intensified problem this year due to nearly record cold and freeze thaw cycles.

As residents and employees, we use these same roads and share your concerns with the winter road conditions on these streets. We appreciate every report you've made to us about the roads, as it helps us quickly identify problematic stretches, and we are grateful for trusting us to steward your infrastructure. Due to the voter-approved Sustainable Infrastructure Bond in November 2016, we have been able to double our annual paving budget and tons miles paved per year. In an effort to provide further transparency, we want to share with you our framework for how we will apply our resources to improving these road conditions.

### Winter Maintenance

- We continue to patch potholes - those pavement problems that are deep enough in which the available winter material ('cold patch') can be suitably packed in to 'hold' through additional bouts of winter weather and travel impacts. When the temperature drops below freezing, and when pavement temperatures are consistently low, more effective methods than cold patch are unavailable.
- The 'dormant' (shallower) depressions that are longer and wider than a typical pothole we are experiencing on Pine Street, and other streets, does not respond well to 'cold patch.' We are trying a novel

# Non-Traditional Online Engagement

Burlington Streets: 1 Burlington Dept of Public Works: 0 [Comment](#) [Share](#) [Save](#) [Give Award](#) [Report](#) [Unreport](#)



all 24 comments  
sorted by: best ↑

**[view 11 more comments]**

Mr. Hart importantly, everyone is OK. This was due to aging stormwater infrastructure, which shows how important investing in our core infrastructure truly is. Last year, we began increasing our infrastructure investments across the board - thanks to voter approval of capital bonds in 2016. If you'd like to read more about the work we have planned, or the Sustainable Infrastructure Plan, please see here: <https://www.burlingtonvt.gov/DPW/longrange>

Thanks for sharing the pic, and please be safe around the site.

(Note: We do not monitor reddit regularly. If you have a non-emergency issue, please call 802-862-8094 or report it using [www.burlingtonvt.com/](http://www.burlingtonvt.com/))

permalink [mention](#) [save](#) [double down](#) [moderate](#) [edit](#)



# Social Media User Growth

<b>Facebook Account</b>	<b>Follows as of 8/21/2017</b>	<b>Follows as of 8/21/2018</b>	<b>Follows as of 2/9/2019</b>
DPW	1,649	1,958	2,211
BFD			5,824
Parks			5,054
BPD			2,130
<b>Twitter Account</b>	<b>Followers as of 8/21/17</b>		<b>Followers as of 2/9/2019</b>
DPW	2,474	Comparison data not available	2,913
BPD			7,866
BFD			1,954
Parks			1,885

# DPW Website

**THE CITY OF BURLINGTON**

DEPARTMENTS - PROJECTS PROPERTY INFO CALENDAR CITY COUNCIL NRM

In observance of President's Day, our offices will be closed on Monday February 18th. We will re-open during normal business hours on Tuesday February 19th.  
Parking is free and recycling will be picked up.



## Department of Public Works

Our Mission is to steward Burlington's infrastructure and environment by delivering efficient, effective, and equitable public services.

**About DPW**

- Removing in Burlington Construction Debris Fly
- Parking in Burlington
- Construction Permits
- Recycling & Solid Waste Collection
- Water Resources: Water, Wastewater and Stormwater
- Transpiration Policy & Programs
- Infrastructure Projects & Planning
- Street & Sidewalk Maintenance Operations
- Public Works Committee
- Press Releases

**Report Issues**

Problems, Water Service Issues, Damaged Signs, Etc.

[View See Click Fix](#)

**Contact Us**

Hours, Addresses, Phone/Email info for DPW and Water

[View Contact Info](#)

**Calendar**

View details on public meetings that DPW hosts or participates in

[See More](#)

### WHAT'S HAPPENING AT PUBLIC WORKS

Contact DPW



# DPW Website



**Parking in Burlington**

The section features the Burlington Public Works logo at the top. Below it is a grid of four cards:

- BTV Parking Facts**: Includes facts about parking rules, permits, and enforcement.
- Resident Parking**: Information for residents regarding parking rules and permits.
- Winter Parking**: Information for winter months regarding parking rules and permits.
- Park Burlington**: Information for visitors to the city regarding parking options.

Below the cards is a callout text: "See all parking options, including privately owned facilities below." followed by a map of Burlington showing various parking zones and restrictions.

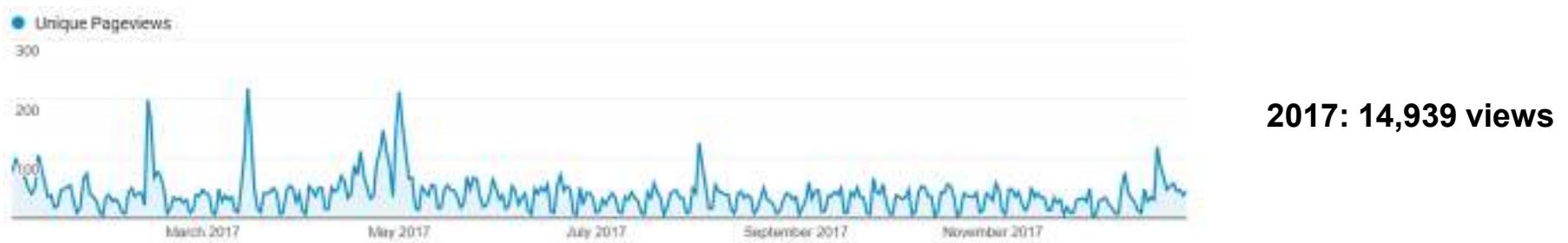
**Recycling in Burlington**

The section features the Burlington Public Works logo at the top. Below it is a grid of three cards:

- BTV Recycling Program**: General information about the recycling program.
- CSWD**: Information about the Chittenden Solid Waste District.
- CSWD**: Another card for the Chittenden Solid Waste District.

Below the cards is a callout text: "For more information on Burlington's recycling efforts and for disposal or transfer stations, visit the City of Burlington's website." followed by a link to the City of Burlington website.

## DPW Website



**Unique Pageviews:** ↑ 1.56% (YoY, CY 2017 to 2018)

# Construction Portal

http://new.burlingtonvt.gov/construction

OFFICE OF THE MAYOR | CITYCOUNCIL | BOARDS & COMMISSIONS | AGENDAS

SELECT LANGUAGE | Q search

THE CITY OF BURLINGTON

DEPARTMENTS | PROJECTS | PROPERTY INFO | CALENDAR | CITY COUNCIL | NEWS



Reinvestment Projects

- Under Construction
- Completed Projects
- All Projects


 [View Map](#) [View List](#)

 [View Map](#) [View List](#)

 [View Map](#) [View List](#)

 [View Map](#) [View List](#)

**Construction Portal**

The schedule listed for each project is subject to change. Please email [govupdate@burlingtonvt.gov](mailto:govupdate@burlingtonvt.gov) with any questions.

**2019 Projects**  
See all capital projects planned for 2019. This includes all paving, sidewalks, transportation, water and sewer projects.

[View Map](#) [View List](#)

**Active**  
See all capital projects currently under construction in Burlington. For exact schedules, please contact 802-862-0064.

[View Map](#) [View List](#)

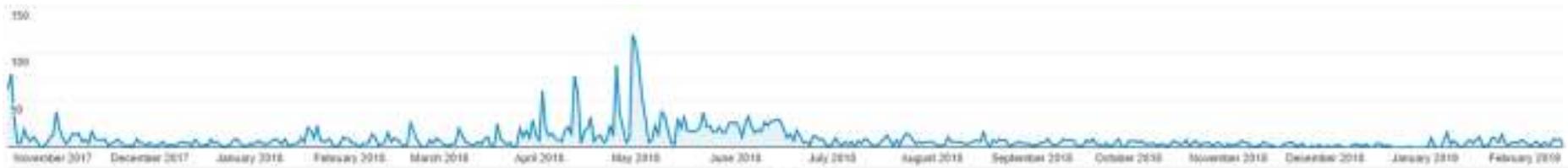
**All Projects**  
See all projects planned, under construction or built since passage of the 2005 infrastructure bond.

[View Map](#) [View List](#)

**Completed**  
See all of the completed capital projects in Burlington since passage of the 2005 infrastructure bond.

[View Map](#) [View List](#)

# Construction Portal



**Unique Pageviews since 10/19/17 (public launch)**

- BTV Homepage: 129K
- BPD: 37K
- DPW: 20K
- Portal: 4.2K
- **2019 Goal: 10K**

# Media Coverage: A Year of Progress & Challenges

## Proactive Pitching

Burlington streets project: Expect detours, delays ahead of Downtown



## Community Focus

### Burlington of Public Works News:

**A Year of Reinforcement** By Chapin Spencer, Director of Public Works  
We are excited to begin Year 2 of the Sustainable Infrastructure Plan - to reinforce aging streets, sidewalks and water infrastructure.  
Thanks to voter approval of two bonds in 2016, we are moving our infrastructure into a sustainable schedule of maintenance, repair and replacement. Burlington is a dynamic city, deserving of robust, reliable infrastructure. Along with the Mayor's Office, the City Council, City Departments, and community partners, we are proud to be working on this with you.  
**Citywide Upgrades:** This year we will be removing roads, replacing

- Water Main Upgrades: On Maple (between Battery and St. Paul) & Pine (between Main and Maple)

- Paving: On Maple between Battery and St. Paul

- Intersection Upgrade: At Battery and Maple (closure of complex one-way traffic signal, increasing pedestrian safety, and improved visibility for drivers), completed sidewalk work according to ADA standards

- Great Streets: In June, our team will begin a transformation of St. Paul Street - making it more walkable, a more pleasant space, better bike lanes, interconnected sidewalks and a beautiful landscape.



## Correcting Misinformation

### Burlington responds after wastewater spill into Lake Champlain

By Michaela D'Amico July 10, 2017 • 700 Comments



By Chapin Spencer

Lake Champlain helps make our communities a special place to live.

It has been our priority to steward Burlington's natural assets for our residents, our neighbors and future generations.

We have addressed recent infrastructure infrastructure challenges at our Main Wastewater Treatment Plant - including a recent discharge of approximately 2.0 million gallons of treated water mixed with about 150 thousand gallons of wastewater. All of this treated water treated - flowing gunk through a solids removal process - but due to a failure of a separate outlet was not disinfected. This did mix with fully disinfected water, leading to some microbial discharge.

None of this means our infrastructure challenges are over given all raw discharge is too much. That is why we have already taken steps to fix it.

## Marketing the good news



Burlington Public Works features women in the field



## Personalizing the workforce

# Equity

- Continue improving our ability to reach and communicate with all Burlingtonians
- By nature of our work, our services do reach the entire city
- Projects chosen on technical merit

# Equity

## On-Going

- Recent highlights
  - Parent's University
  - AALV-sponsored meeting in NNE
  - Participated in drafting draft citywide equity report
- Transportation Accessibility
  - Quick-Build
  - ADA transition plan
  - Accessibility Committee
  - Sidewalk preventative maintenance + plowing

## Opportunities

- Pursue coordinated city equity: translation services, engagement opportunities, etc
- Enhance engagement to recruit candidates of diverse backgrounds
- Finding new opportunities to reach underrepresented communities

# Direct Engagement

# Quick Builds, Demonstrations & Direct Engagement

Meet people in their neighborhoods

Share the project examples on the ground, rather than on paper

Multiple days, daytime and weekend outreach



# Community Engagement



**Infrastructure Tours**

**H<sub>2</sub>O Where Does It Come From? Where Does It Go?**

Find out first-hand on **Water Quality Day, Aug. 2!**

On Thursday, August 2, Burlington residents and visitors can meet the water quality experts and see the science and high-tech that protect public health and keep Vermont's water clean! Guided tours are free, fascinating, and fun.

BURLINGTON, VT PUBLIC WORKS

For tour information and directions, contact [water-resources@burlingtonvt.gov](mailto:water-resources@burlingtonvt.gov), (802) 863-4501.

- Burlington Stormwater • Starts at ECHO Center! Tours at 8:30 a.m. and 3:30 p.m.
- Burlington Drinking Water Plant • 235 Penny Lane -- Tours at 9:45 a.m. and 2:15 p.m.
- Burlington Wastewater Facility • 53 Lovers Lane -- Tours at 11:00 a.m. and 3:00 p.m.

Water Quality Day 2018 events are sponsored by

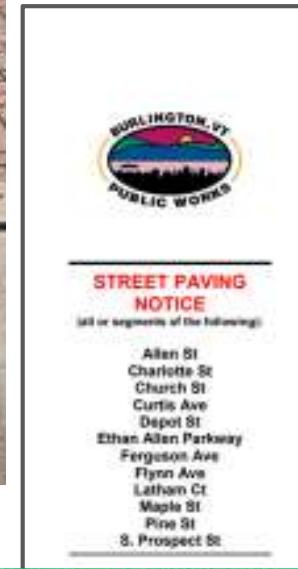
## BTV Block Party



## Tree Lighting



# Signs, Signs...



# Public Meetings

- 2018 -- 3 full rounds (+ others) of NPA Tours: Construction, Water Bond, Residential Parking
- Business Meetings
- Citywide Meetings
- Community Meetings



# Next Steps

Incorporate feedback from DPW Commission & TEUC

Re-set measures of success

Continue Implementation